

**General Plan Amendment Narrative  
Veritas at McCormick Ranch  
8233 East Via Paseo Del Norte  
Parcel # 177-03-222  
Case No. 14-GP-2005**

**Request for Minor General Plan Amendment Change  
From Office to Urban Neighborhood**

**I. Introduction**

The subject property (the Property), consisting of 2.37 acres at 8233 Via Paseo Del Norte in Scottsdale, is currently zoned as C-O/PCD. This request is to amend the General Plan to allow an R5-PCD use on the Property.

The Property is located in the McCormick Ranch planned development, close to and easily accessible from the intersection of Hayden Road and McCormick Ranch Parkway. The Property is adjacent to existing, well established multi-family residential development (R-5/PCD) on the north and east sides of the Property, a community park (O-S/PCD) to the south and a neighborhood shopping center (C-1/PNC/PCD) to the west. Between the Property and adjacent property to the south and east, there is a drainage easement. The surface of the Property slopes from northeast to southwest.

There is currently an existing office complex on the subject property. The office complex is not visible from nearby Hayden Road, and is located on a minor collector street on the edge of an intensely developed residential area. These factors contribute to chronic under utilization, demonstrating a lack of economic viability, sustainability in its current use and a fundamental incompatibility with the neighboring residential area. The proposed General Plan Amendment and rezoning would allow the property to be redeveloped as a residential condominium project, a more sustainable use for the property and more supportive of General Plan goals. In addition, the proposed redevelopment would be completely consistent with and in the best interests of the surrounding property uses as well as with the McCormick Ranch area as a whole, which will be substantiated with the supporting documentation to this amendment request.

**II. Guiding Principles of the General Plan**

The General Plan of the City of Scottsdale is a tool used to control development in the City of Scottsdale by establishing essential principles used to guide the planning process in the City. CityShape 2020, a comprehensive review of the General Plan, establishes six guiding principles to be utilized when determining if a proposed land use is appropriate. The six guiding principles are (1) Character and Lifestyle, (2) Economic Vitality, (3) Neighborhoods, (4) Open Space, (5) Sustainability, and (6) Transportation.



This request is for a minor General Plan Amendment to the Land Use Map contained in the Land Use element of the General Plan. The six guiding principles of the General plan determine whether or not a land use change to the General Plan is appropriate for the particular site. This narrative contains a discussion of how the application of the six guiding principles of the General Plan support a land use change from Office to Urban Neighborhood.

The current designation, Office, is part of the most intense category of land use, an "E", as designated in the land use category matrix. The proposed project would be an Urban Neighborhood, considered part of the "C", creating in essence a reduction in the intensity of the development of the Property. The Property is not located within a commercial core in the City of Scottsdale and therefore a decrease in the intensity of the site would positively influence the neighbors surrounding the site.

### **III. Character and Lifestyle**

The Character and Lifestyle Guiding Principle is comprised of two separate elements, the Character and Design Element and the Land Use Element. The Character Design Element seeks to promote high quality development and redevelopments in the City of Scottsdale. The project must be sustainable, striking a balance between the natural desert settings, historically significant sites and the surrounding area. The proposed project is not located in desert setting nor is it a historical site so the discussion of the Character and Design Element Principle is focused on the design of the project, community character, and the surrounding areas.

The Land Use Element of the General Plan is devoted to maintaining a balance of commercial land, residential districts, recreational areas, and open space in the City of Scottsdale. The Property is not located in a regional employment center. In fact, the General Plan has designated the largest portion of the City for residential use. By constructing a residential infill development project, the natural spaces in the outlying areas of the City can be preserved.

#### *A. Character and Design Element*

- 1. Determine the appropriateness of all development in terms of community goals surrounding area character and the specific context of the surrounding neighborhood.**

Response: The proposed project satisfies the community goal of promoting developmental infill, taking advantage of the existing infrastructure already in place. The character of McCormick Ranch at large and the immediate vicinity in particular is of a largely residential nature. The character of the proposed multi-family project will fit in well with the predominant surrounding land use. The design elements integrated into the planning of the site and the buildings will not only be consistent with that of the surrounding neighborhood, but an updated enhancement as well. Currently on the site

there is a small office building complex. To the north and east of the project, the property is zoned R-5 PCD. To the south of the Property is a public park with walking paths, zoned OS-PCD. To the west, there is a commercial center with a C-1 PNC PCD zoning. Because the proposed project is surrounded on two sides by R-5 zoning, a General Plan Amendment from Office to Urban Neighborhood will fit in well.

**2. Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern community.**

Response: The proposed project will be subject to approval from both the Development Review Board of the City of Scottsdale as well as the Architectural Review Committee of the McCormick Ranch Property Owner's Association. The members of the Development Review Board are appointed to by the Mayor and City Council will evaluate the site plan as well as the architectural character of the project and ensure it is compatible with the surrounding areas.

**3. Identify Scottsdale's historic archeological and cultural resources, promote awareness of them for future generations, and support their preservation and conservation.**

Response: The Property is not designated as historic, archeologically or culturally significant. As a result, no extraordinary preservation is necessary when determining the whether this Amendment to the General Plan is appropriate.

**4. Encourage "streetscapes" for major roadways that promote the City's visual quality and character and blend into the character of the surrounding area.**

Response: The proposed project is located on Via Paseo Del Norte, which is a minor collector street within McCormick Ranch. The front of the Property, along Via Paseo del Norte, will integrate more than 50% of the required open space. The sidewalk along Via Paseo del Norte will encourage foot traffic both to and from the Property. The orientation of the buildings along Via Paseo Del Norte will provide an interesting architectural feel for the project.

**5. Build upon the significant role that arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of the people that live in or visit Scottsdale.**

Response: Public art is not anticipated in connection with the proposed project. The site is located off the major arterials and is only 2.4 acres is size.

**6. Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial material landscaping that reinforce the character of the City.**

Response: Mature, well-maintained landscaping is a staple in the McCormick Ranch area. The landscaping plan for the proposed development will be consistent with that theme, but with concern for water conservation in terms of the selection of vegetation to be used. In an effort to incorporate the area with the public parks and walkways south and east of the site, the proposed project will have almost 50% of the site dedicated to landscaped open space.

**7. Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.**

Response: The lighting needs for the proposed project will be similar to the R-5/PCD properties to the north and west of the site, but updated to reflect current codes and ordinances. Lighting will be an important subtle, ambient element to the design, but highly respectful to sensitivities of surrounding property.

*B. Land Use Element*

**1. Recognize Scottsdale's role as a major regional economic and social center, featuring business, tourism, and cultural activities.**

Response: Due to a negative location for the intended use, the existing office buildings on the Property have been chronically under utilized, and therefore, proven to be unsustainable. The vacancy rates of the buildings are much higher than the average office vacancy rate for the City of Scottsdale. The site is located on a minor collector street, invisible from both Hayden Road and McCormick Ranch Parkway, the significant streets in the vicinity of the Property. As such, the location of the Property is a significant detriment for the sustainable economic viability of the current use. On the other hand, a lack of visibility from a major arterial is considered a positive for a residential community.

Because more and more people are moving to Scottsdale, there is a need for additional residences. The proposed project will allow for more people who work in Scottsdale to live there as well. Additionally, with additional housing in an established area in the center of the city, out-of-state residents would also be attracted and undeveloped land is not being disturbed. Additional residents will contribute to the tax base of the city, allowing for more construction of parks and recreational amenities, thus attracting even more out of town visitors.

**2. Coordinate land uses effecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.**

Response: The Property is located in the City of Scottsdale but close to the border if the Salt River Pima Native American Reservation. Because of the location of the proposed project, no work with adjacent jurisdictions will occur.

**3. Encourage the transition of land uses for more intense, regional and citywide activity areas within local neighborhoods.**

Response: The proposed project clearly provides an appropriate transitional land use from the commercial properties to the west, off of McCormick Parkway and Hayden. Contiguous open space to the property would be better utilized, as a neighborhood amenity, with permanence and stability of occupancy that the proposed multi-family use provides.

As previously stated, the current designation, Office, is part of the most intense category of land use, an "E", as designated in the land use category matrix. The proposed project would be an Urban Neighborhood, considered part of the "C", creating in essence a reduction in the intensity of the development of the Property.

**4. Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.**

Response: The proposed development will support a high quality of life by combining a comfortable residential unit with public parks to the south and convenient retail to the west. The proposed project will have a pool area for the residents, allowing them to enjoy the weather in Arizona. The site of the proposed project is small, only 2.4 acres. As a result, the redevelopment options are limited. The project will provide residences to support the commercial areas located throughout the City, especially in Downtown Scottsdale.

**5. Give developed land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.**

Response: The close proximity to the retail center to the west of the site promotes pedestrian mobility, as do the walkways and green spaces east and south of the project. The project will provide garage parking to all unit owners so that the presence of cars in the proposed project will be limited. The main street through the project will have interesting architectural details, making it seem less like a road and more like an extension of the path system. With the cars parked in the garages, the residents can meander through the project to the adjacent commercial center or onto the pathway to the park. The sidewalks on Via Paseo del Norte encourage foot traffic as well as bicycle use as well.

**6. Promote land use patterns that conserve resources such as land, clean air, water and energy to serve all people within the community.**

Response: Since redevelopment of the property is being proposed, the public infrastructure for the project is already largely in place. The proposed change in land use actually reduces the traffic impact in the area and has other positive effects on land use impact criteria, such as air quality, waste generation, and conservation of resources. In terms of land use impact, the proposed use will be more beneficial to the surrounding area and to the City as a whole than the existing use.

**7. Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting and the neighborhood itself.**

Response: As stated before, the site of the proposed project is surrounded by other residential communities on two sides. This project integrates the surrounding open space of the area with high density residential units. Rather than a parking lot along the exterior of the site and along the greenbelt, the proposed project will provide the surrounding residents with a view of well-landscaped project with buildings that fit the architectural character of the area. As stated previously, other than a few visitor parking spots, the resident parking is concealed in individual garages, increasing the pedestrian-friendly feel and sense of human scale of the proposed project.

**8. Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.**

Response: The proposed residential land use provides housing for that is necessary for those who work in the area. With the traffic congestion in the Phoenix Area, it is advantageous for citizens to live, work, and play in the same general area. The site is located near commercial sites that the new population of the proposed project will support. Because the Scottsdale School District can absorb the increase in students that the proposed project may cause, the area will be able to support a wide range of potential residents, including families with children.

**9. Provide a broad variety of land uses that create a high level of synergy within mixed use neighborhoods.**

Response: While the proposed project itself is not a mixed use development, it is situated in McCormick Ranch, as a part of its master planned community. The proposed project has already been granted approval for a "Change of Intended Use" by the McCormick Ranch Property Owner's Association. McCormick Ranch includes all of the elements needed to create a synergy between the proposed project and the areas surrounding it.

#### **IV. Economic Vitality**

The Economic Vitality Principle of the General Plan is intended to ensure that Scottsdale

remains a desirable place to live, work, and visit into the future. The General Plan supports a dynamic and diversified economic base that will continue to serve and complement the community. The guiding principle of Economic Vitality encompasses seven goals and approaches to assist in determining if a land use proposal advances the City's economic vitality goals.

**1. Sustain and strengthen Scottsdale's position as a premiere international and national tourism designation and resort community.**

Response: The Property has never been intended to be developed as a resort and it is not being proposed to be developed into a resort or other tourist destination. However, by providing additional residences in close proximity to other resorts in the area, the project may provide a place for people employed in the tourism industry in Scottsdale to live.

**2. Encourage and maintain a high level of diverse, quality, retail, and entertainment activity in Scottsdale that supports the needs of Scottsdale's residents and visitors.**

Response: By changing the land use from Office to Urban Neighborhood, the proposed project will create an additional base to support the retail establishments adjacent to the city, as well as other centers in close proximity. As a result, a greater share of consumer spending will remain in the area of the proposed project than currently exists.

**3. Encourage and support the diversity of the businesses that contribute to Scottsdale's sales and property tax base so the needed infrastructure, physical amenities, services, and expansion of such services are provided.**

Response: As a revitalization and infill project in the City, most of the public and commercial infrastructure needed by the project is already in place. With the increase in permanent residents to the area, the retail sales tax base will increase.

**4. Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.**

Response: The General Plan identifies the need to support companies that are integral to the new economy. Specifically, the plan calls for the expansion of medical and healthcare systems, biomedical research, and development and technology related research and development. Given the limited size of the Property and the City's commitment to fostering new economic activities and employment opportunities in the "new economy", the Property is better utilized to provide housing for those workers who will staff those larger establishments that have been designated in other areas of Scottsdale. In that sense, the proposed use would make a greater contribution to the City's objectives than the underperforming current use.

**5. Locate and integrate nonresidential development to improve access and visibility and to protect the integrity of the neighborhoods.**

Response: The proposed change in the land use designation for the Property accomplishes this goal of the General Plan by integrating a higher residential land use into an area that is mostly surrounded by lower density residential developments. By eliminating the office that is currently on the property, the intensity of the site as well as the traffic flow to and from the site would decrease.

**6. Maintain and develop partnerships that will promote both quality employment and business opportunities.**

Response: The proposed project with 36 residential units provides an opportunity for consumers to support the local retail establishments in the area and also provides a concentrated housing area for employees in this area of the City.

**7. Sustain a long term economic well being of the City and its citizens through redevelopment and revitalization efforts.**

Response: This goal specifically encourages revitalizing development. The project proposed herein exemplifies that goal. Since the current use is under performing, it is not positively contributing to the economic well-being of the City. By changing the land use from Office to Urban Neighborhood, the area can be revitalized. The commercial center to the west has experienced some of the same things as the current office complex on the site. A large new tenant has come into the center and is renovating a large portion which will hopefully reinvigorate the commercial center, much like the proposed project will do for the site.

**V. Neighborhoods**

The Neighborhood section of the General Plan focuses on three elements essential to preserve, reinforce, and revitalize the core characteristics and stability that defines all neighborhoods. The principle focuses on community involvement, housing and neighborhoods by enumerating five goals and approaches intended to ensure Scottsdale is a desirable place to live, work, play, and visit. The community surrounding the Property has been notified by letter, neighborhood meetings have been held, and all questions and comments so far have been addressed. Since October when the Neighborhood Notification was completed, there has not been any opposition from the neighbors that has been voiced to International Capital Partners, the current owner and developer of the proposed site.

**1. Enhance and protect diverse neighborhoods so they are safe and well maintained.**

Response: Because the current site is an office complex, it is vacant for more than 12 hours a day. This has proved to be problematic in the past. Because of the lack of



activity in the nighttime hours, the site has been broken into and vandalized. If the proposed land use is accepted, there will be a physical presence on the site twenty-four hours a day, which decrease the likelihood of vandalism and other undesirable activity. By decreasing the attraction to perpetrators of undesirable activity, the surrounding area will receive the direct benefit of being in more secure environment. In addition, a decrease in traffic will provide a safer environment for those who live and travel in the area.

**2. Use development and revitalization efforts to provide for long term stability of Scottsdale's mature residential and commercial neighborhoods.**

Response: The proposed project is located in a very well-established and mature area of Scottsdale. As a redevelopment project, it will invigorate an area with a use that is new, fresh and yet entirely consistent with the character of the surrounding area. Many residents in the area surrounding the proposed project have been living there for many years. On the other hand, many tenants in the office building currently on the site sign one to two year leases. Because of the lack of visibility of the current commercial center, there is a large amount of turn over with the tenants, which does not support the long term goals of the General Plan Amendment.

**3. Sustain long term economical being of the City and its citizens through redevelopment and neighborhood conservation.**

Response: The proposed project will add 36 residential units to an area that has not seen much new development in the past few years. The newness and freshness of the proposed project will revitalize and invigorate the existing population of the area in McCormick Ranch, as well as the commercial center next door.

**4. Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation**

Response: Because the proposed project is located within McCormick Ranch, the architectural plans must be reviewed and approved by the Architectural Review Committee to ensure that the sense of the neighborhood is incorporated into the project. The proposed project was designed to fit into the neighborhood. In fact, the residential use will be a much better use than the commercial office considering the surrounding area.

**5. Promote and encourage context appropriate new development in established areas of the community.**

Response: The proposed redevelopment is particularly proficient at satisfying this goal and approach as the General Plan encourages new development efforts in existing areas in Scottsdale and the use of existing infrastructure while supporting developed areas in a manner that is complementary and sustainable.

## **VI. Open Space**

This principle of the General Plan addresses the city and community wide goals to maintain the open space heritage of Scottsdale and preserve the desert areas of the City. The Open Space principle specifically addresses the importance of the McDowell Mountain Preserve, scenic corridors, natural and urban spaces, and recreational opportunities within the City. The proposed project will indirectly aid the goals of the General Plan by increasing the density in an already established area. By adding additional residential units in a mature area, the development of additional desert areas may be reduced.

The proposed project will incorporate more than double the open space requirement by the City of Scottsdale. In an effort to increase the open space, the project consists of two and three story units (within the height limits of the proposed zoning). This enables the project to achieve its desired density while still enhancing the open space on the Property. The proposed project will continue the tradition of the City of Scottsdale by providing a large amount of open space and integrating the project with the surrounding establishments.

### **1. Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open space.**

Response: The proposed project will be located on an existing, fully developed site. The Property is adjacent to well-landscaped and maintained open space within McCormick Ranch. As such, there are no currently existing natural features or open space elements that would be affected by the proposed redevelopment. Moreover, the proposed project incorporates landscaped open spaces and pedestrian elements compatible and contiguous with the open space to the south and east of the site. The proposed project will also promote and support the use of the existing public walkways and parks located throughout the surrounding area.

### **2. Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the City's commitment to leadership in environmental affairs**

Response: This goal typically is applicable to larger parcels of land in the context of Master planning. The proposed project is only 2.4 net acres and is located within McCormick Ranch, a well-established, Master-Planned community. This goal is satisfied on a smaller basis by providing additional housing for Scottsdale residents so that they may live in an area with adjacent commercial amenities. The retail sales tax base from the purchases at the commercial establishments funds the development and maintenance of the parks, trails, and recreational facilities. Also, the McCormick Ranch Property Owner's Association fees aid in the establishment and maintenance of the proposed project's surrounding open space.

**3. Acquire and develop open identified (by the City Council) as high priority through land dedication or purchase.**

Response: This goal is specifically related to the McDowell Mountain Preserve and is unaffected by this General Plan Amendment request. Although as stated previously, the construction of thirty-six additional residential units as an infill project potentially can eliminate the need to use 2.4 acres of undeveloped, native land to build additional housing for Scottsdale residents.

**4. Encourage and cooperate with other governmental agencies to preserve and protect regional open space and to acquire, develop, maintain, and operate regional facilities available to people who live, work, and visit the City of Scottsdale.**

Response: This request will indirectly support this goal of the General Plan and aids the City's approach to preserving open space and the development of regional facilities.

**5. Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.**

Response: The proposed project will provide additional housing in an area of the City where existing open space and recreational facilities are located. An additional population in the area will provide additional spending, supporting the existing tax base of the area. In addition to fees and assessments from the City, the added taxes collected will aid in the development and maintenance of recreational amenities. As member of the McCormick Ranch Property Owners Association, the proposed project will contribute, through its share of association fee payments, to the high quality of lifestyle amenities and property maintenance that already exists in the area.

**6. Cooperate with and support the school districts in the City of Scottsdale to be able to continue access to school sites and facilities for suitable, safe and consistent recreational use and enjoyment.**

Response: The Property is not within a mile of a school site. Therefore, this goal of the General Plan appears to be inapplicable.

**7. Provide attractive, well maintained recreational park facilities that serve the entire community.**

Response: This site is not recognized as being all or part of park facility on the park and trails plan.

**8. Provide access to educational, recreational, and cultural services for all residents.**

The Preservation and Environmental Planning section of the General Plan is not directly

relevant to the proposed redevelopment of the Property. However, four sections within this area of the General Plan do apply to the project and should be addressed.

**1. Reduce energy consumption and promote energy conservation.**

Response: The proposed project will incorporate energy efficient products in an effort to conserve energy resources. Among the features that will be incorporated in the new development are Energy Star labeled appliances, high SEER-rated air conditioning equipment, low-e glazing, generous insulation in walls and ceilings and re-circulating pumps on hot water supply lines. It is safe to assume that the energy efficiency of the proposed facilities will be superior to that of the existing, dated improvements already on the Property.

**2. Promote local and regional efforts to improve air quality.**

Response: Directly west of the Property is a large commercial center. This proximity will encourage the residents to walk to these retail establishments. Also, the Property is surrounded by public green belt pathways which will encourage the residents of the proposed project to walk or ride their bikes rather than to drive around the area. The traffic impact of the proposed development within the existing neighborhood will be less than the current use. A reduction of traffic volume in the area as result of the proposed development will reduce vehicle emissions, thus contributing to improved air quality.

**3. Maximize resource recovery and reuse, and promote recycling and promote the use of recycled, recyclable, and renewable resources.**

Response: In an effort to conserve resources, material from the current office buildings on the site will be removed and recycled for use in the proposed project as well as in other projects.

**4. Protect and conserve native plants as a significant natural and visual resource.**

Response: Currently there is no known native vegetation on the Property. As such, this objective likely does not apply to the project. The developer will look for opportunities to relocate or preserve existing, desirable vegetation that currently exists on the Property.

**VII. Seek Sustainability**

Three chapters of the General Plan address the issue of sustainability. Those three chapters include (1) cost of development (2) growth areas and (3) public services and facilities. All three directly contribute to the long term sustainability of the City.

**1. Cost of development.**

**1. Present quick tabular and graphic analyses and reviews to city elective and appointive bodies and the general public by using fiscal impact modeling.**

Response: Because the proposed project is located on a previously developed site, most of the public infrastructure is already in place. The adjacent streets are paved and the municipal water and sewer infrastructure, along with primary power and communications infrastructure, are already in place adjacent to the Property.

The City of Scottsdale has the philosophy that new developments should not be a burden of the City, but rather should “pay for themselves”. The developer anticipates the payment of development impact fees as prescribed by ordinance, based on any additions to existing infrastructure that are yet to be determined.

**2. Assign a staff liaison from each city department to participate, on an as-needed basis, with the primary management team of a fiscal impact model.**

Response: This is not for the applicant to decide but rather a decision to be made by the City staff.

**3. Conduct city department evaluation, planning, and budgeting for existing and future levels of public service operations, and the development of infrastructure and capital facilities by the use of fiscal impact modeling.**

Response: This is for the applicant to decide but rather a decision to be made by the City staff.

**2. Growth areas.**

Response: The Property is located in an existing mature, predominately residential area. The project, as proposed, is a classic in-fill redevelopment project. The proposed General Plan Amendment does not conflict with the Growth Areas Section of the General Plan. The proposed residential redevelopment is located outside of the growth areas identified by the General Plan and therefore does not affect future transportation plans and infrastructure systems.

**3. Public Services and facilities.**

This section of the General Plan has to do with public services, human services, safety issues, public buildings and facilities, and water resources.

The proposed minor amendment to the General Plan and the re-designation of the Property from commercial office to an urban neighborhood supports the goals and approaches listed in the Public Services and Facilities section of the General Plan.

Because the property is located in an established area of the City, fire, police and parametric services are already provided to the site. The residential area surrounding the proposed site is already serviced by the City so the addition of thirty-six residential units will not negatively impact the municipalities.

**4. Establish and maintain an innovative, sustainable solid waste collection, recycling and disposable delivery system present in future generations.**

Response: The property currently participates in the City's solid waste collection, recycling and disposable delivery system. The proposed redevelopment will also utilize the City's waste collection program. The proposed project will contain two enclosed locations for waste containers for use by the development's residents. By redeveloping a site that is currently served rather than developing a vacant site, there will be no extra cost to the City.

**5. Protect the health, safety, and welfare of the public from the impacts of flooding.**

Response: The property of the proposed redevelopment is located in a mature area of the City of Scottsdale that is not identified as having a flood hazard. The property is also not located in a flood plain.

**6. Encourage provision of power and communication systems that match the character of Scottsdale and provide reliable, efficient service for the Scottsdale Citizens, visitors, and businesses.**

Response: The project will provide power and communication systems that are efficient and reliable. Preliminary discussions with utility and communication providers have already occurred. The coordination of utilities, under grounding of materials, and design of power and communication systems will occur during the infrastructure design phase of the project.

**7. Provide city service facilities to meet the governmental, administrative, public safety, emergency, social, human, cultural, informational and maintenance needs of the community.**

Response: No city facilities are associated with this development.

**8. Design public buildings and improve aesthetics of public buildings and facilities to increase appeal as community gathering spaces.**

Response: The proposed project's design will be consistent with the residential character of the established neighborhood. The project architecture will be subject to the approval of the McCormick Ranch Property Owners Association, thus ensuring compatible

architecture with the existing area. The architecture and design of the open space for the project encourage integration between the surrounding residential developments and the public area to the south of the project.

**9. Provide recreational opportunities to meet the needs of all areas of the community through public facilities.**

Response: While the proposed project does not include a new public recreational facility, the open space of the project enhances the greenbelt path to the east of the site and the large open space public park to the south.

**10. Coordinate with the School Districts that serve Scottsdale to plan for and secure school sites and facilities for the delivery of the best elementary and secondary educational programs achievable for the school-age children in the community.**

**11.**

Response: The Scottsdale School District has been notified of the planned use for the Property. They have determined that the proposed project does not negatively affect the District in any way.

## **VII. Advanced Transportation**

The Advanced Transportation section of the General Plan addresses mobility choices to provide alternatives to automobiles and also increase accessibility, improve the air quality, enrich the surrounding community and neighborhoods, and contribute to the overall quality of life in the community. In the Community mobility section of the General Plan, there are twelve goals and approaches identified. The goals and approaches are related to protecting the function and form of regional air and land corridors, protecting the physical integrity of regional networks to reduce the number, length, and frequency of automobile trips. Also addressed in this section of the General Plan is the goal to promote regional diversity and connectivity of mobility choices in an effort to efficiently move people and goods beyond the boundaries of the City, relieving traffic congestion, optimizing mobility, maintaining the high aesthetic quality expected in Scottsdale, emphasizing live, work and play opportunities, and protecting neighborhoods from the negative impact of regional and citywide networks. The final piece of the Advanced Transportation chapter of the General Plan encourages diversity throughout the neighborhoods of the City while allowing for different mobility needs as a result.

As stated throughout, the proposed project will allow for additional residents to live closer to the middle of the City, rather than living on the outskirts and commuting long distances for work and play. The proposed project provides the opportunity to allow for residents to live, work, shop, and play within walking distance. Located in a well-established, master-planned area of Scottsdale, the proposed project will integrate with the surrounding open space and walking pathways, discouraging the use of automobiles. The commercial area adjacent to the project would benefit by an increase of residents in

the area, especially since the area is so pedestrian friendly.

The Property is located near the intersection of McCormick Parkway and Hayden Road. The stoplight at the intersection has a left turn arrow, allowing for easy access to McCormick Parkway for those who are traveling Southbound on Hayden Road. The City has classified Hayden Road as a major arterial and McCormick Parkway as a major collector in that area. The Property is located on Via Paseo Del Norte, a minor collector that is also the eastern terminus of McCormick Ranch Parkway. If the proposed change occurs, there would be a reduction in the amount of traffic leaving the site by as many as 65 trips per day, as determined by the engineering firm of Wood, Patel and Associates. The decrease in traffic will be beneficial to other residents in the area.

In addition to the retail center to the west of the proposed project, there are numerous retail areas within only a few miles of the project. Because of the central location of the proposed project, all the amenities needed by the residents are nearby, thus decreasing the need to drive long distances.

### **VIII. Conclusion/Summary**

The General Plan is comprised of twelve elements, each of which provides goals and approaches to protect the best interest of the City of Scottsdale. When those goals and approaches are satisfied, it provides the basis for a change in the Land Use Map of the General Plan. This application to change the General Plan designation of the Property from Office to Urban Neighborhood satisfies virtually every applicable goal and approach identified in the twelve elements of the General Plan.

This General Plan Amendment request for an infill development would allow for additional residents to live and play in the heart of Scottsdale. It could potentially diminish the need to seek sites for development that would require native land to be destroyed. The increase in residents in the area will support the struggling adjacent commercial center and contribute to the tax base for the City of Scottsdale as well.



## EXISTING GENERAL PLAN DESIGNATION



### • Conceptual Land Use Map



VERITAS AT MCCORMICK RANCH  
INTERNATIONAL CAPITAL PARTNERS



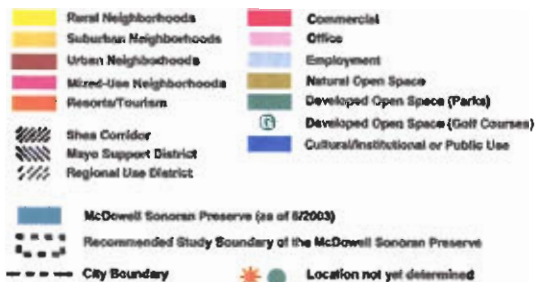
14-GP-2005

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# PROPOSED GENERAL PLAN DESIGNATION



## • Conceptual Land Use Map



VERITAS AT MCCORMICK RANCH  
INTERNATIONAL CAPITAL PARTNERS  
*2.4 Net Acres*



14-GP-2005

4-28-06